






TRANSMISSION METHOD AND RECEIVER

Patent number: EP1126707
Publication date: 2001-08-22
Inventor: NISHIO FUMIHIKO (JP); YUZAWA KEIJI (JP); TSURUMOTO TAKASHI (JP); YAMAGISHI YASUAKI (JP); YOSHIDA EIJI (JP); GONNO YOSHIHISA (JP)
Applicant: SONY CORP (JP)
Classification:
- international: H04N7/08; H04N5/445; H04H1/00
- european: H04N5/445M; H04N5/76; H04N7/088D; H04N7/16E3; H04N7/52D
Application number: EP20000853512 20000818
Priority number(s): WO2000JP05558 20000818; JP19990233245 19990819; JP19990233248 19990819; JP19990233247 19990819; JP19990233248 19990819; JP19990233249 19990819; JP19990233250 19990819; JP19990233251 19990819

Also published as:
 WO0115444 (A)

Cited documents:
 EP0944254
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Abstract of EP1126707

By describing electrical program guide information in a language such as XML and then multiplexing the electrical program guide information to a broadcast signal for transmission, an advertisement, images and sounds can be easily entered and various program guides can be realized. For manufacturers of receiving devices, it suffices to develop only the software for receiving, decoding and displaying received XML data, and there is no need to develop the software for displaying the EPG for each type of receiving device. Thus, the number of development steps can be reduced.

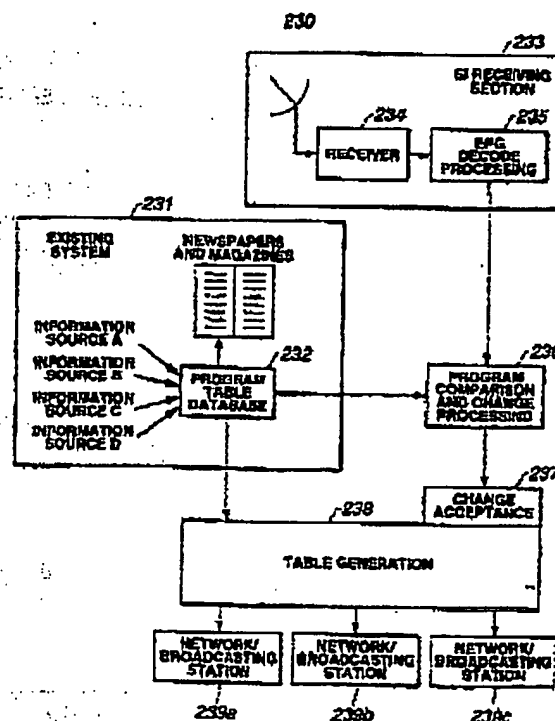


FIG.1

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